



Sexuality Conference: Self, Selves and Sexualities
Friday 19th & Saturday 20th March 2010
Dublin City University



Guidelines for poster Presentation

DCU Humanities Research Day

Overall event

- *Date: 19, 20 March 2010*
- *Time: all day, both days*
- *Venue: Nursing Building QG21*

■ *Poster Display*

- *Lobby of the Nursing Building+ Conference Registration hall*

Guidelines

- Size: *A0*
- Template *provided*
- Laminated (*by you*)
- Displayed (*by us*)

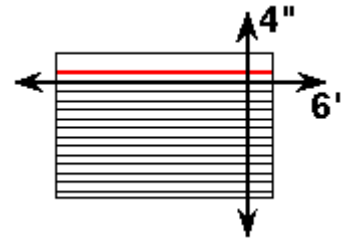
- *The DCU logo or the conference logo cannot be used*

Designing a Poster

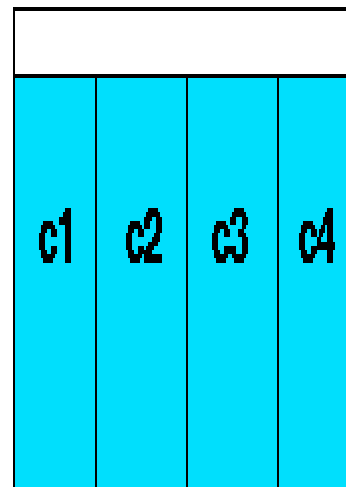
1. Determine the one essential concept you would like to get across to the audience.
2. Preparing a poster will take as much time as you let it.

Sketching out : 1/2

- Make a **sketch** of the poster, using 4 inch x 6 inch cards:

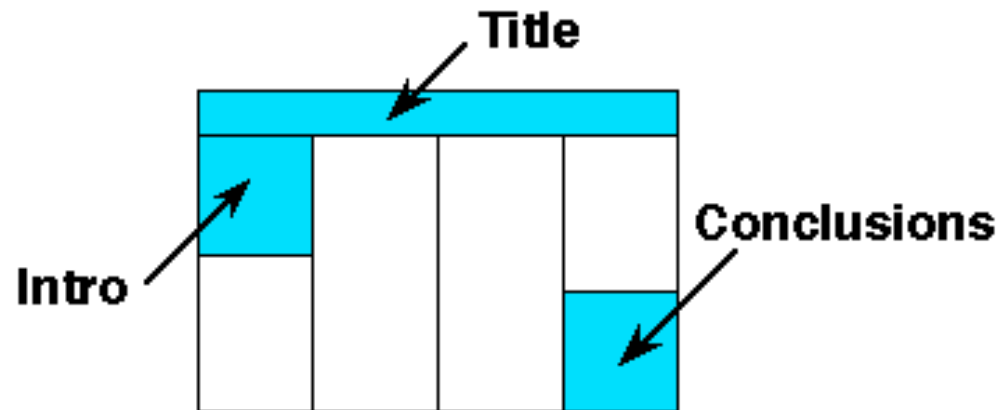


- Arrange the contents in a series of 2 or 3 columns. This will **facilitate the flow** of traffic past the poster:



Sketching out : 2/2

- Place the elements of the poster in position:



- The **title** will appear across the **top**.
- A **brief introduction/subtitle**.
- The **conclusions** will appear at the lower right.

The Title banner 1/3

- This part of the poster includes the title of the work, the authors names, the institutional affiliations.
- The title banner should be readable from 15 - 20 feet away.
- Use abbreviations where possible.
- Determine if you will left or centre justify the text of the title banner once it has been formatted, based upon personal preferences and space constraints.

The Title banner 2/3

- Use a simple, easy to read font.
- **Title:** Use boldface and all-caps.
- **Author(s):** boldface and mixed upper/lower case
- **Affiliations:** Use plain text, no boldface, and mixed upper/lower case for affiliations.

The Title banner 3/3

- The most important parts of the title banner. Your title will lure viewers closer to see your imaginative and exciting study. The rest of the title, and the body of the poster, should be readable from about 10 feet away.
- The final size of letters in the title itself should be about 1.5 - 2 inches tall. That is about a 96 point size (or 48 points enlarged by 200% when printed).
- The authors names may be printed smaller, at 72 points (1 - 1.5 inches)
- Affiliations can be even smaller, at about 36 - 48 points (0.5 - 0.75 inch)

Layout of the Poster: Colours

- **Background:** Muted colours, or shades of gray, are best for the background
- **Overuse of colour is distracting**
- **Color can enhance the hues or contrast of photographs:**
 - Use a light background with darker photos; a dark background with lighter photos.
 - Use a neutral background (gray) to emphasize colour in photos; a white background to reduce the impact of coloured photos.
 - Most poster sessions are held in halls lit with harsh fluorescent light. If exact colours are important to the data, balance those colours for use with fluorescent lighting. Also, all colours will be intensified; bright (saturated) colours may become unpleasant to view.

Layout of the Poster: Sequencing

- The poster should use photos, figures, and tables to tell the story of the study.
- For clarity, it is important to present the information in a sequence which is easy to follow
 - Logical
 - Organised into sections (Methods, Data/Results, Implications, Conclusions, etc.).
 - Use numbers (Helvetica boldface, 36 - 48 points) to help sequence sections of the poster.
 - Arrange the material into columns.
- The poster should not rely upon your verbal explanation to link together the various portions.

Layout of the Poster: Illustrations

- The success of a poster directly relates to the clarity of the illustrations and tables.
- Self-explanatory graphics should dominate the poster.
- A minimal amount of text materials should supplement the graphic materials.
- Use regions of empty space between poster elements to differentiate and accentuate these elements.
- Graphic materials should be visible easily from a minimum distance of 6 feet.
- Restrained use of 2 - 3 colours for emphasis is valuable; overuse is not.

Editing: No Mercy! 1/2

- Visual distractions increase fatigue and reduce the probability of viewers giving the poster a thorough read.
- Restrained use of large type and/or coloured text are the most effective means of emphasizing particular points.
- Short sentences, simple words, and bullets
- Have the left edges of materials in a column aligned; centre alignment produces ragged left & right edges. This makes reading the poster more difficult.
- Avoid using jargon, acronyms, or unusual abbreviations.
- Remove all non-essential information from graphs and tables
- Artful illustrations, luminous colours, or exquisite computer-rendered drawings do not substitute for CONTENT.
- Lines in illustrations should be larger than normal.
- Use colours to distinguish different data groups in graphs. Avoid using patterns or open bars in histograms.
- Use borders about 0.5 inches all around each figures. Border colours can be used to link related presentations of data.

Editing: No Mercy! 2/2

- Posters primarily are **visual** presentations; the **text** materials serve to **support** the **graphic** materials.
- Look critically at the layout. If there is about **20% text**, **40% graphics** and **40% empty space**, you are doing well.
- When in **doubt**, rephrase that text or **delete** it.
- Use active voice when writing the text; *It can be demonstrated* becomes *The data demonstrate*.
- **Delete** all **redundant** references and **filler** phrases such as *see Figure*
- **Remove** all material **extraneous** to the focal point of the poster.
- Since the abstract is usually published, there is no need to repeat it in the poster. The brief introduction should be sufficient to identify the purpose of the study.
- Since graphs & figures will have explanatory captions, there is no need to label the graphic with *Figure 1*, *Table 2*, etc.
- The poster is **not a publication of record**, so excessive detail about methods, or vast tables of data are not necessary. This material can be discussed with interested persons individually during or after the session, or presented in a handout.

Thank you

Jean-Philippe Imbert and Mel Duffy



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